



Make-Good Form

8/7/2012
1:11 PM
Page 1 of 1

Advertiser: Murphy for Senate 2012
Station: WFSB-TV
Market: Hartford-New Haven
Flight Dates: 08/07-14/2012
Email: Bill Whittle/Laurie LaBrecque

Contact: Bill Whittle/Laurie LaBrecque
Station Fax: 860-728-5669
Station Phone: 860-728-3333
Buyer: Rachael Beale
Buyer Fax: 303-764-9958

Pre-Emption

Make Goods

Program:	Time:	Date(s):	Qty:	Rate:	Total:	Program:	Time:	Date(s)	Qty:	Rate:	Total:
WFSB 11p News	11:00p-11:35p	8/9,13/2012	2	\$450.00	\$900.00	WFSB 11p News	11p-11:35p	8/13/2012	1	\$1,200.00	\$1,200.00
WFSB 6a News	6:00a-6:30a	8/8/2012	1	\$350.00	\$350.00						

Total Pre-Emptions:

\$1,250.00

Total Make Goods:

\$1,200.00

Balance Due to Station:

(\$50.00)

Hold any advertiser credit at station until notified.

Please sign and return if accepted by station:

Laurie LaBrecque
Signed

8/7/12
Date

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203
Phone: 303-989-4700 Fax: 303-989-1910

CONTRACT


wfsb.com

WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

And:

Media Strategies and Research
Attention: Rachael Beale
1580 Lincoln Street
Suite 510
Denver, CO 80203

<u>Contract / Revision</u> 485430 /		<u>Alt Order #</u>
<u>Product</u> August 7 - August 14, 2012		
<u>Contract Dates</u> 08/07/12 - 08/14/12		<u>Estimate #</u> 11315
<u>Advertiser</u> Murphy For Senate 2012		<u>Original Date / Revision</u> 08/07/12 / 08/07/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WFSB	<u>Account Executive</u> House- National	<u>Sales Office</u> House-National
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WFSB	08/08/12	08/10/12	Eyewitness News	6am - 6:30am		:30			NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week:		08/06/12	08/12/12	--111--	3				\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WFSB	08/06/12-08/12/12	Eyewitness News	6am - 6:30am	---WThF----	:30		\$350.00	NM		
				Credited								
	3	WFSB	08/06/12-08/12/12	Eyewitness News	6am - 6:30am	---WThF----	:30		\$350.00	NM		
				See MG 1.4								
	4	WFSB	08/10/12-08/10/12	Eyewitness News	6am - 6:30am	-----F----	:30		\$900.00	NM		
				Ⓜ MG for 1.3 08/10								
2	WFSB	08/14/12	08/14/12	Eyewitness News	6am - 6:30am		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week:		08/13/12	08/19/12	-T-----	1				\$350.00			
3	WFSB	08/07/12	08/09/12	Eyewitness News	6:30am - 7am		:30			NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week:		08/06/12	08/12/12	-1-1---	2				\$900.00			
4	WFSB	08/13/12	08/13/12	Eyewitness News	6:30am - 7am		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----	1				\$900.00			
5	WFSB	08/08/12	08/10/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week:		08/06/12	08/12/12	--1-1--	2				\$200.00			
6	WFSB	08/14/12	08/14/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week:		08/13/12	08/19/12	-T-----	1				\$200.00			
7	WFSB	08/11/12	08/11/12	7a-9a Sat. Eyewitness New	7am-9am		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S-	1				\$150.00			
8	WFSB	08/13/12	08/13/12	11a-12p Price is Right	11am - 12pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----	1				\$500.00			
9	WFSB	08/07/12	08/07/12	Eyewitness News	12pm - 12:30PM		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

Contract / Revision	Alt Order #
485430 /	

Contract Dates	Product	Estimate #
08/07/12 - 08/14/12	August 7 - August 14, 2011	11315

Advertiser	Original Date / Revision
Murphy For Senate 2012	08/07/12 / 08/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-T-----				1	\$200.00			
10	WFSB	08/12/12	08/12/12	CBS Sunday Morning	9:00am - 10:30am		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				1	\$325.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	WFSB	08/06/12-08/12/12		CBS Sunday Morning	9:00am - 10:30am	-----Su	:30		\$325.00	NM		
See MG 10.2												
2	WFSB	08/12/12-08/12/12		CBS Sunday Morning	9:00am - 10:30am	-----Su	:30		\$800.00	NM		
Ⓜ MG for 10.1 08/12												
11	WFSB	08/09/12	08/09/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	---T---				1	\$250.00			
12	WFSB	08/14/12	08/14/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-T-----				1	\$250.00			
13	WFSB	08/08/12	08/10/12	Eyewitness News	5pm - 5:30pm		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--1-1--				2	\$500.00			
14	WFSB	08/13/12	08/13/12	Eyewitness News	5pm - 5:30pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$500.00			
15	WFSB	08/07/12	08/09/12	Eyewitness News	5:30pm - 6pm		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-1-1---				2	\$500.00			
16	WFSB	08/13/12	08/13/12	Eyewitness News	5:30pm - 6pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$500.00			
17	WFSB	08/07/12	08/10/12	Eyewitness News	6pm - 6:30pm		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-11-1--				3	\$600.00			
18	WFSB	08/13/12	08/13/12	Eyewitness News	6pm - 6:30pm		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$600.00			
19	WFSB	08/11/12	08/11/12	Eyewitness News	6pm - 6:30pm		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$100.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	WFSB	08/06/12-08/12/12		Eyewitness News	6pm - 6:30pm	-----Sa--	:30		\$100.00	NM		
See MG 19.2												
2	WFSB	08/13/12-08/13/12		Eyewitness News	6am - 6:30am	M-----	:30		\$350.00	NM		
Ⓜ MG for 20.1,19.1												
20	WFSB	08/12/12	08/12/12	Eyewitness News	6:30pm - 7pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				1	\$250.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	WFSB	08/06/12-08/12/12		Eyewitness News	6:30pm - 7pm	-----Su	:30		\$250.00	NM		
See MG 19.2												
21	WFSB	08/07/12	08/10/12	Eyewitness News	11PM - 11:35PM		:30			NM	4	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-1111--				4	\$450.00			

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Contract / Revision	Alt Order #
485430 /	

Contract Dates	Product	Estimate #
08/07/12 - 08/14/12	August 7 - August 14, 2011	11315

Advertiser	Original Date / Revision
Murphy For Senate 2012	08/07/12 / 08/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount																																																																																																																																		
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Week: 08/06/12		08/12/12	-----S-				1	\$450.00																																																																																																																																						
24	WFSB	08/12/12	08/12/12	Eyewitness News	11PM - 11:35PM		:30			NM	1	\$450.00																																																																																																																																		
<table><tr><th colspan="2"></th><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th colspan="2"></th><th><u>Spots/Week</u></th><th><u>Rate</u></th><th colspan="4"></th></tr><tr><td colspan="2">Week: 08/06/12</td><td>08/12/12</td><td>-----S</td><td></td><td colspan="2"></td><td>1</td><td>\$450.00</td><td colspan="4"></td></tr></table>															<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>					Week: 08/06/12		08/12/12	-----S				1	\$450.00																																																																																																												
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Week: 08/06/12		08/12/12	-----S				1	\$450.00																																																																																																																																						
Totals											32	\$17,000.00																																																																																																																																		

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/14/12	32	\$17,000.00	\$14,450.00
Totals	32	\$17,000.00	\$14,450.00

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.